

WE ARE OUTMATCH

Brand Manifesto

 Outmatch™

LET THE CANDIDATE DRIVE

The Hiring Process is Broken

We're probably not telling you anything that you don't already know. Yes, the hiring process is broken. To be clear, it's not that your hiring process is bad; it's that hiring as we know it is based on a flawed model.

What is the model and why is it flawed you ask? It's really quite simple. But before we go there, let's talk about your pain — because it's the pain shared by an entire industry.

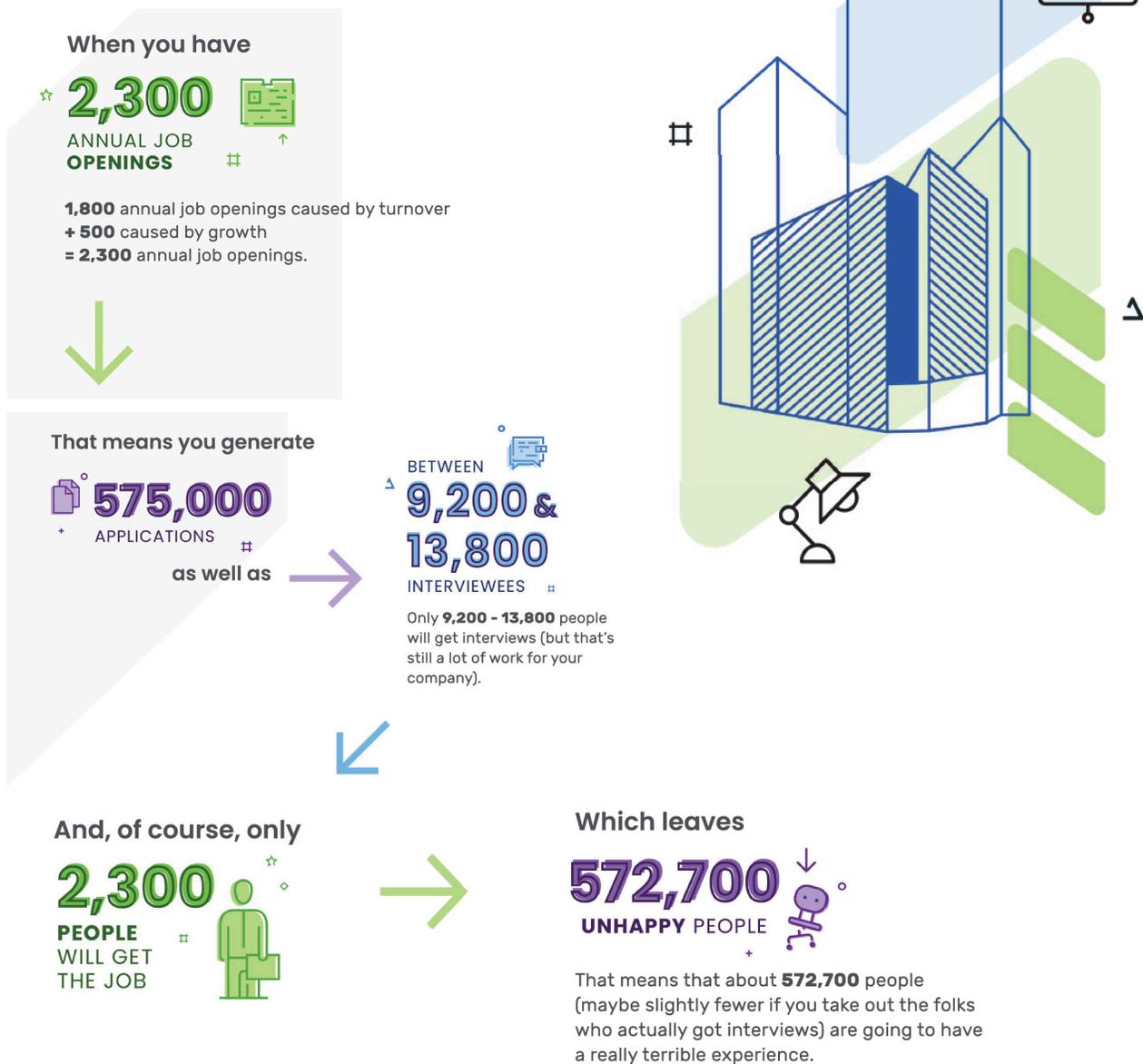


It's a Numbers Game, Right?

572,700 disappointed candidates

Your company has more applicants than anyone can get to. Every job opening attracts about 250 candidates. Only 4-6 will get interviews. And only one will get the job. (Glassdoor) And since we're talking about numbers. The average employee turnover for large companies across all industries is about 18% (Compensator at least 5% a year (some grow much faster)).

So if you're in a 10,000 person company with 18% and 5% growth, here is what your world looks like



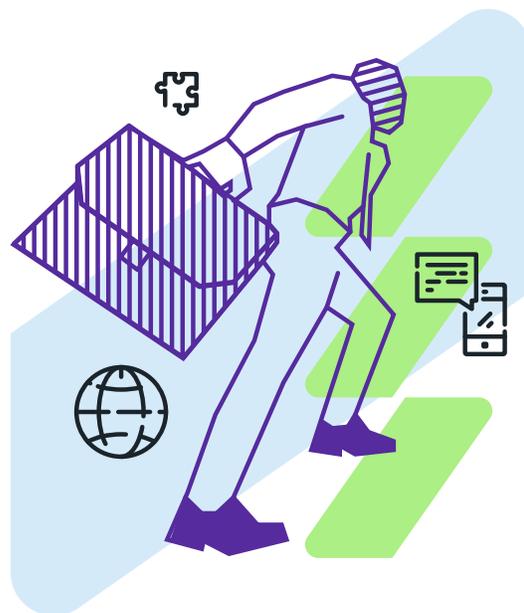
IT'S NOT YOUR FAULT!

Your company can't get to everyone, and your main priority is to fill open positions with qualified candidates, so of course, you have to devote most of your resources to the select few candidates who rise to the top of the process. And it's hard work just to stay on top of the interviews and hiring.

But wow!

572,700 disappointed candidates? Perhaps even a few angry ones? And maybe one or two who choose to live their pain out loud on Tik Tok? Imagine the impact of all that bad blood on your business.

Bottom line is that the more you hire, the more you put your employer brand *and your customer brand* at risk. We all want to attract as many applicants as possible because that gives us the best shot at finding the perfect fit and meeting our business goals! But that also drives the need for an automated process to handle all that volume. And since your "human time" is a limited resource that must be reserved for only the most qualified of candidates, that process ends up looking pretty lifeless and creates a *really bad experience* for the vast majority of candidates.



WE KNOW YOU WANT TO FIX IT.

As we said, it's not your fault.

It's simply that the prevailing model for hiring is **company-driven**. And that's why it's broken. You see, every milestone in the hiring process is controlled by the company. Should this person get an assessment? Should that person get an interview? Should we check their references? Unfortunately, this not only means that most people don't get a chance to *tell* their whole story in the hiring process (leaving them unsatisfied), but the company doesn't get to *hear* their whole story either (meaning that the best candidates might be falling into a black hole).

For decades or longer, we have viewed the hiring experience as a process-driven function that seeks to cull the wheat from the chaff. Find the needle in the haystack. The purple squirrel.

That's great for the needle, but what about the hay?

What if our goal was to create a great experience for everyone involved in the hiring process? With that goal in mind, most of us would come to the conclusion that it simply isn't possible. Companies just can't get to everyone.

And we'd be right. Companies can't get to everyone.

This is why the hiring experience is broken. Because we've been looking at it the wrong way for far too long. Companies *can't* drive a great experience for *every* candidate. That's just true!

We know you want to fix it.

☆ *So why not let the candidate create their own experience?*

LET THE CANDIDATE DRIVE

The hiring experience is radically different for candidates, recruiters and the company when the candidate drives. Every candidate. Every milestone.

Candidates are dissatisfied when they don't get their full, fair shake. Most people can take being told they didn't get the job. But what no person can abide is losing a game they didn't even get a chance to play all the way through.

But what if every candidate was thoroughly assessed for fit? What if every candidate got an interview? What if every candidate was able to share the stories from their references that were years of earnest work in the making?

They probably still won't get the job. But they will at least feel that the process was fair and that they had a shot. And that's better than the best rejection letter when you didn't even get a chance to tell your story.

Your ATS is important. It's critical. But it defines your hiring process, not your hiring experience. It's built for companies to get their essential hiring business done. It's not built to make people feel good. And it certainly doesn't have a steering wheel for candidates.

The only way to transform your hiring experience is to put candidates in charge. *You have to let them drive.* Perform their own assessments. Record their own interviews. Conduct their own reference checks.

It's the only way to *humanize* the hiring experience at scale.

And now you can do that. Because now, there's Outmatch.



THE INDUSTRY'S FIRST AND ONLY HIRING EXPERIENCE STACK

Breathe *life* into your ATS with a Hiring Experience Stack from Outmatch.

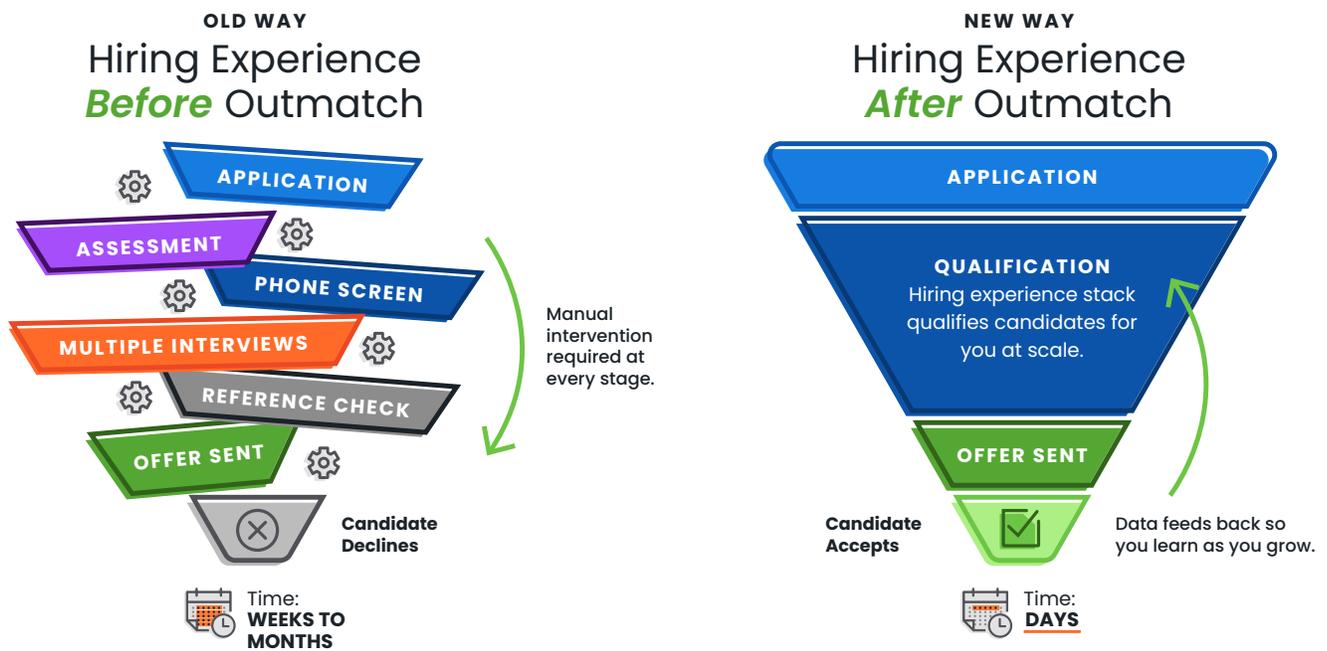
We have composed a layer of assessments, video interviewing, and reference checking to humanize the hiring process at scale.

We're not a disjointed mashup of add-on software modules built exclusively for transactional efficiency (like those other guys).

We are a careful orchestration of multiple hiring solutions, composed from the first note with the intention of creating a radically different hiring experience for all *by letting the candidate drive*.

Just stack it right on top of your ATS.

And change the story of your hiring experience forever.

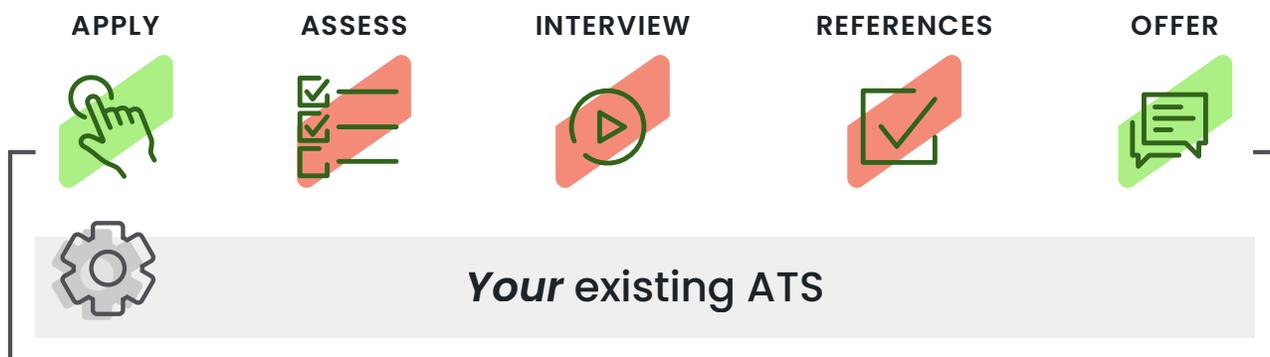


Stack It

Don't be mad at your ATS because it isn't creating a great hiring experience. It's doing exactly what it was built to do. It was designed for companies, not candidates. Process, not people. And the value it provides for companies is unquestionable; these days, you simply can't get by without one.

Stacking Outmatch on top of your ATS allows you to get the best of both worlds — a very efficient and effective hiring process *and* a great hiring experience. Your ATS establishes the hiring workflow and system of record for candidates and jobs. Outmatch doesn't change that. It simply allows candidates to navigate that workflow for themselves, instead of waiting for and hoping that the company invites them to the next step in the process. The steps in the hiring process don't change. The only thing that changes is that control is handed to candidates so that company bottlenecks don't prevent anyone and everyone from getting through the entire process ... and the *right one* from getting hired.

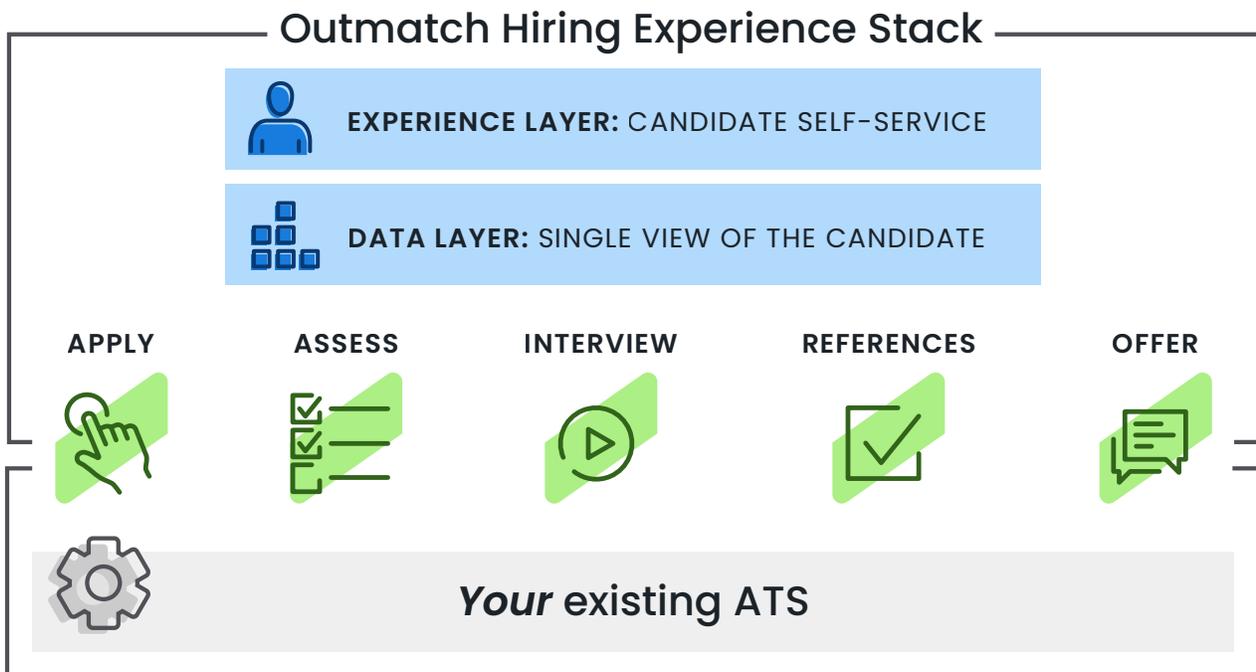
Here is your ATS:



The only thing standing between the perfect candidate and a great job is your company's ability to get to everyone at each milestone in the process. Your ATS only allows the company to drive. In fact, the only steps a candidate can take for themselves are to apply for the job and accept it (if they are lucky enough to get through the entire process and get an offer). And so the company becomes the bottleneck at nearly every step along the way.



Here is your ATS with Outmatch stacked on top:



As you can see, nothing about the hiring workflow changes. (So don't throw out your ATS!). But the candidate now has the ability to drive themselves through the most labor-intensive steps of the hiring process. All you have to do is make the offer!

Letting the candidate drive the hiring process has two big advantages:

- Every candidate gets a look (and quickly), so companies don't miss great candidates who might have gotten away because they weren't thoroughly evaluated or the company moved too slow.
- Every candidate has a positive and valuable experience, so even when they don't get the job, they leave the process feeling they got a fair shake and with a positive perception of your company.

Just stack Outmatch right on top of your ATS for a better hiring experience.

It really is that easy.

We are Outmatch

Outmatch is the industry's first and only Hiring Experience Stack. We composed a layer of assessments, video interviewing, and reference checking to breathe life into your ATS and humanize the hiring process at scale. Leading global companies choose Outmatch to boost talent acquisition performance and to deliver an engaging hiring experience for all. We're big on data, intelligent about efficiency, and urgently passionate about the experience.

Find Outmatch online at outmatch.com.

Outmatch. Let the Candidate Drive.